

**USE OF COLORED INDICIA ON TIRES AS A DESIGNATOR**

**ABSTRACT**

A tire or rim for use on a racing vehicle comprising colored indicia disposed on a sidewall of the tire wherein the color marking is configured to be used as a designator. The colored indicia can designate, among other things, 1) left or right side installation of the tire on the racing vehicle, 2) that the tire is constructed of a certain rubber compound, 3) a points leader of a vehicle racing series, and/or 4) a pole position holder of a vehicle racing event.